

*Library*

MAR 31 1944

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

**FASHION CALENDAR**

**FRANCES HUGHES, Editor**

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693



## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

### WEEK ENDING FRIDAY, MARCH 31, 1944

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Going On	FLOWER AND VICTORY GARDEN DEPARTMENT This will be a lasting department, including everything you need from the ground up. The motive is bigger and better gardens and to this end Macy's has supplied expert sales people, lecturers, movies and personal consultations on all things related to care and planting of gardens. Public and press invited. Publicity: Etta Loughran, CH. 4-2000.	R. H. MACY & CO., INC.	5TH FLOOR
Friday Mar. 31 3:00 P.M.- 4:00 P.M.	CONTINUATION OF VICTORY FOOD CENTER Tuesdays and Fridays, 3-4 P.M., there are lectures: first series, devoted to Victory Gardens, takes up the following problems: Fri., March 31--"Care of Fruit Trees and Small Fruits." Tues., April 4--"Harvesting and Storing Crops." Fri., April 7--"Gardening as Occupational Therapy." The second series, beginning April 11th, under the auspices of American Red Cross, will take up nutrition. Still another, in May, will discuss canning. Public and press invited. Publicity: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	EAST BUILDING 5TH FLOOR
Friday Mar. 31 4:00 P.M.	EASTER BONNETS FOR AFTER THE WAR To make 20 girls from the U.S. military services sure of a hat for after the war, Lily Daché is presenting each of them with a gift certificate entitling winners of lucky numbers to any Daché hat she wants, immediately after the war. Any number of G.I. girls will be competing for the lucky numbers and Mme. Daché will be there to meet the service-girls and discuss with them the kind of post-war hats they want. Press by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	WOMEN'S MILITARY SERVICES CLUB	451 MADISON AVENUE
Friday Mar. 31	LATE NIGHT FOR PRE- EASTER SHOPPERS To facilitate Easter shopping for war-workers, defense workers and other groups similarly engaged during the day, Saks 34th St. will remain open until 9 P.M. this Friday. Publicity: Florence Epstein, LA. 4-7000.	SAKS 34TH STREET	HERALD SQUARE
Month of April	STORE TIE-UPS WITH VICTORY GARDEN CAMPAIGN To stimulate Victory Gardening and also to make April a good selling month for garden equipment, clothes, etc., retailers are cooperating with the garden campaign and the O.W.I. to stage special events including lectures, displays, etc. For further information, contact: Greater N. Y. Victory Garden Council, CH. 4-4360.	OFFICE OF WAR INFORMATION	ALL DEPARTMENT STORES
Saturday Apr. 1	DATE OF 20% FEDERAL LUXURY TAX The 20% Federal tax on furs, fur-trimmed garments, luggage, hand bags, jewelry and cosmetics begins on April 1st.	UNITED STATES TAX- ATION COMMISSION	ALL OVER THE COUNTRY



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Saturday Apr. 1	OPENING: MACY'S BARNYARD After successfully selling chickens last year, Macy's now experiments with scientific breeding and raising of other farm animals. Pure breed cows, goats, sheep and even pigs, alive and kicking, well-fed, well-groomed, happy, will be seen behind a glass barn door, in a 70 ft. air-conditioned area. Macy's object: to sell breeding and feeding equipment for animal husbandry. Open to public. Publicity: Ella Loughran, CH. 4-2000.	R.H. MACY & CO., INC.	5TH FLOOR
<u>WEEK BEGINNING MONDAY, APRIL 3, 1944</u>			
Monday Apr. 3 1:00 P.M. Luncheon	HAT FASHIONS AT LUNCHEON These are mid-summer hat fashions shown just in time for Easter. Costumes, Claire Any; jewels, Van Cleef and Arpels. Open to public. Press by invitation. Luncheon from \$1.85. Suzanne et Roger Publ.: Mme. Persico, RE. 7-4165. St. Regis Publ.: Mary Alice Rice, PL. 3-4500.	SUZANNE ET ROGER (24 E. 64TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Beginning Monday Apr. 3	TABLE SETTING CONTEST AND FLOWER SHOW This table setting contest is entered into by members of the various Long Island Garden Clubs. They are competing for prizes in three different groups: outdoor luncheons, Spring buffet luncheons and period style tables. Press invited. Open to public Apr. 4th. Publ.: Alice Hutton, WI. 7-7000.	JAMES MCCREERY	6TH FLOOR
Monday Apr. 3 4:30 P.M.	SPECIAL PREVIEW OF WAR COMMUNICADE A dramatic and grimly realistic presentation of the role of communication in modern warfare, on land, sea and air. Press by invitation. Publicity: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO. NEWARK, N. J.	6TH FLOOR
Tuesday Apr. 4 2:00 P.M.- 6:00 P.M.	PREVIEW: WAR PICTURES BY CHINESE CHILDREN Unusual drawings and paintings made by Chinese war orphans between the ages of 7 and 13. Brought to this country by American Friends' Service Committee. Open to public April 5-May 7. Press by invitation. Publicity: Sarah Newmeyer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET YOUNG PEOPLE'S GALLERY
Tuesday Apr. 4 2:30 P.M.	SPRING SHOWING: DOBB'S HATS A gala showing, including recorded A & S program, with John Reid King as Master of Ceremonies. Dobb's Hats given as prizes. Lisette Vereas, of Merry Widow will model a specially created Dobb's Merry Widow Hat. Press and public invited. Publicity: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS	EAST BUILDING 7TH FLOOR
Tuesday Apr. 4 Wednesday Apr. 5 2:30 P.M.	BABY'S LAYETTE--"HOW TO DO" FORUM This is one in the series of Gimbel's "How To Do" forums. Very helpful to young mothers planning their babies' layettes. Ramona Prima of McCall Patterns, will demonstrate how to cut, sew, and make layettes economically. Public and press invited. Publicity: Doris Bartnett, PE. 6-5100.	GIMBEL BROTHERS	SELLING CENTER 4TH FLOOR
Tuesday Apr. 4 3:00 P.M.	NEW VICTORY GARDEN SERIES Civic and patriotic organizations such as the Board of Education, AAWS, CDVO and Greater N.Y. Victory Garden Council are participating in this	THE NAMM STORE BROOKLYN	AUDITORIUM 5TH FLOOR

(Continued on following page)



DATEWHAT'S GOING ONGIVEN BYWHERE

(Continued from preceding page)

series for Victory Garden Month. First lecture: "Preparation for Planting." Succeeding lectures every Tues. by outstanding authority in Gardening field. Open to public and press. Publicity: Rhoda Friedman, TR. 5-5700.

Tuesday Apr. 4 5:30 P.M.	PRESS PREVIEW: "PUBLIC RELATIONS" FASHIONS The press is invited to a cocktail showing of fashions created by Harry Collins for the leading ladies in "Public Relations". Members of cast arrayed in their stage ensembles will be present. Press by invitation. Publicity: Jean Dalrymple, MU, 5-3114.	HARRY COLLINS	SALON 647 FIFTH AVENUE
Tuesday Apr. 4- Apr. 6	NATIONAL SALES PROMOTION CLINIC A big-scale conference, attracting country-wide store promotion, advertising and publicity men, radio and newspaper executives. Open forum discussions on media, window displays and the place of radio in advertising. Also, a National open competition for retail store display men, awarding a prize to the winner. For more details, contact: Lewellyn Harries, Manager, Sales Promotion Division of NRDGA. Publicity: Edward S. Hoyt, PE. 6-2155.	NATIONAL RETAIL DRY GOODS ASSOCIATION	NETHERLAND PLAZA HOTEL CINCINNATI, OHIO
Wednesday Apr. 5	THE CIRCUS COMES TO TOWN	RINGLING BROS. BARNUM AND BAILEY CIRCUS	MADISON SQUARE GARDEN 8TH AVENUE AT 50TH ST.
Friday Apr. 7 Evening	EASTER BONNET CONTEST The woman wearing prettiest hat will be singled out and presented a War Bond during Fri. evening at El Morocco. Publ.: Chick Farmer, EL. 5-8769.	and El Morocco 154 EAST 54TH STREET	
Beginning Saturday Apr. 8	FAMOUS McCREERY CLOWNS Four clowns will roam the store beginning Sat. and through the duration of the circus, to amuse children and customers and to make shopping fun. Publicity: Alice Hutton, WI. 7-7000.	JAMES McCREERY & CO.	BIG TOP RESTAURANT & THROUGHOUT STORE

Easter Sunday Apr. 9	LATIN-AMERICAN PAGEANT TO AID RED CROSS 8 carriages of beauties in colorful Latin-American costumes will drive down Park and 5th Avenues to "brunch" at Monte Carlo. Entertainment by leading Latin-American artists. Government officials and diplomats will attend. Tickets, \$5 per person. Contact: Press Department, PL. 5-3400.	MONTE CARLO	MADISON AVENUE AT 54TH STREET
Easter Sunday Apr. 9 1:00 P.M. Breakfast	SPECIAL EASTER SUNDAY BREAKFAST Easter Sunday breakfast plus music and dancing. The woman wearing most striking hat will receive a John Frederic's gift certificate for another; the gentleman, similarly chosen, 6 Sulka ties. Cost, \$1.75 plus tax. Publicity: G. M. Mayer, VO. 5-5000.	HOTEL MADISON	15 EAST 58TH STREET

Monday Apr. 10- Apr. 15 11:00 A.M. 3 & 5 P.M.	LAUNCHING OF NEW MOTHER GOOSE BOOK A modern children's book, "New Mother Goose Rhymes," written by Ben Aronin and illustrated by Fridlof Johnson. Its launching will be attended by children, parents and press. Master of Ceremonies, Ed Herlihy; Entertainment by Irene Wicker, the Singing Lady; also, magicians, cartoonists and harmonica players. Uncle Don will conduct the 5 o'clock show and will broadcast from Gimbel's. Publ.: Doris Bartnett, PE. 6-5100.	GIMBEL BROTHERS	AUDITORIUM 5TH FLOOR
---	---	-----------------	-------------------------



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
About Apr. 10	MARY LEWIS SHOP OPENS Mary Lewis, the wonder girl of the retail field, will open a new 6-story shop, formerly occupied by Grande Maison de Blanc, where she will carry play clothes, sportswear and a full assortment of women's, misses', juniors' and children's wear. By this move, Miss Lewis climbs into the Gold-Coast section of 5th Avenue. Publicity: Rosemary Sheehan, CO. 5-3147.	MARY LEWIS	746 FIFTH AVENUE
Tuesday Apr. 11 <del>4:30 P.M.</del> 9:00 A.M. <i>Breakfast</i>	PRESS PREVIEW: SPRING AND SUMMER FASHIONS There will be included a few Spring clothes, but the major part of this show will be devoted to mid-summer fashions such as cottons, play clothes, etc. Press strictly by invitation. Publ.: Faith Willcox, MU. 9-7000.	B. ALTMAN & CO.	CHARLESTON GARDENS 5TH FLOOR
Wednesday Apr. 12 10:30 A.M.	"TRICKS FOR TEENS" MEETING & FASHION SHOW A fashion show of early summer clothes to be modeled by teen-age club members. Also a jewelry design contest resulting in the manufacture of the winning design in ceramics. Press, teen-agers and their parents invited. Publicity: Florence Epstein, LA. 4-7000.	SAKS 34TH STREET	DEBUTEEN SHOP 2ND FLOOR
Wednesday Apr. 12 11:00 A.M.- 1:00 P.M.	PRESS PREVIEW: FLOWER PAINTINGS Presented as a Spring Flower Show, Macy's will display flower paintings by a group of young artists fostered by Macy's including Hilda Feldman, Hans Hoffman, Genevieve Sargent and others. Open to public, April 17th. Publicity: Etta Loughran, CH. 4-2000.	R.H. MACY & CO., INC.	GALLERY OF TOMORROW'S MASTERPIECES
Wednesday Apr. 12 12:00 P.M. Luncheon <i>12:15</i>	ANNUAL AWARDS: BEST "PARENTS'" BOOK This year's winners are Arnold Gisell M.D. and Frances Ilg M.D., collaborators of "Infant and Child in the Culture of Today." Also a winner, Dorothy Canfield Fisher, author of "Our Young Children." Winners will address audience. Attendance by invitation. Contact: Miss Jessup, CA. 5-6810.	PARENTS' MAGAZINE	WALDORF ASTORIA HOTEL ASTOR GALLERY
Wednesday Apr. 12 1:00 P.M. Luncheon	LUNCHEON SHOWING OF SUMMER FASHIONS An early preview featuring bathing suits, shorts, sports and play clothes in cottons, rayons and silks. Open to public. Press by invitation. Luncheon a la carte. Arnold Constable Publicity: Jeanne Pierre, CA. 5-2300. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Apr. 12 Thursday Apr. 13	EXHIBIT: PETER HUNT'S NEW-FROM-OLD FURNITURE New, ingenious and easy-to-do designs created for Du Pont by Peter Hunt of Provincetown. Mr. Hunt will be present to explain furniture transformation problems and to demonstrate his technique of creating quaint peasant figures and other decorative motifs. Open 11 A.M.-6 P.M. Press by invitation. Contact: Jane S. Davis, Du Pont Public Relations, ME. 3-6400.	DU PONT COMPANY, FINISHES DIVISION	SHERRY NETHERLAND HOTEL SUITE 7B
<i>Slaves</i> Wednesday Apr. 13 Apr. 14 <i>2:00 x</i> <i>3:45 P.M.</i>	SLIP COVER CLINIC This is a coordinated McCall Patterns and Bamberger clinic to teach women how to make slip covers. Mildred Kitlin will be on hand to show how and to answer questions. Press and public invited. Publicity: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO. NEWARK, N. J.	UPHOLSTERY DEPT. 6TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Apr. 13 11:00 A.M.	THURSDAY MORNING FASHION LECTURES This one of a series of Thurs. morning lectures on fashion will be given by Kathryn Maillefert, who will conduct a "Spring Fashion Forum". The following Thurs., Apr. 20th, "Mother and Daughter Fashions" will be the topic and Thurs., Apr. 27th, the theme will be "A Foundation Dress". Press and public invited. Contact: Dorothy De Groat, CH. 4-2000.	R. H. MACY & CO. INC. <i>a Bulfinch stylist</i>	DRESSMAKING CENTER 6TH FLOOR
Thursday Apr. 13 1:00 P.M. Luncheon	AFTER EASTER FASHIONS Custom-made and ready-to-wear costumes featuring "bare facts" in summer fashions and brilliant prints with colorful toppers. Open to public. Press by invitation. Luncheon, \$2. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Plaza Publicity: Alma Zeiss, PL. 3-1740.	SALLY MILGRIM (6 WEST 57TH ST.)	PLAZA HOTEL PERSIAN ROOM
Thursday Apr. 13 2:30 P.M.	KAY DUNHILL FASHION SHOW This will be a cotton dress show featuring the young lively styles for which this nationally known designer is famous. Press and public invited. Publicity: Mildred Kaldor, WI. 7-9600.	FRANKLIN SIMON	KAY DUNHILL SHOP 2ND FLOOR
Beginning Apr. 13 7:30- 8:30 P.M.	COURSE IN PROPER SPEECH Opening of new classes under the direction of Henry Steigner, with special emphasis on training in effective speech, poise, and confidence as an asset to careers in fashion. Course begins Apr. 13, and lectures will be given every Thurs., 7:30-8:30 P.M. Cost, \$7.50 for 10 lectures. For further information, Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Friday Apr. 14 3:15 P.M.	COOKING SCHOOL REOPENS An economical and sensible approach to cooking will be given by Elsa Steinberger, lecturer from the Brooklyn Union Gas Co. Press and public invited. Publicity: Rhoda Friedman, TR. 5-5700.	THE NAMM STORE BROOKLYN	COLONIAL ROOM 3RD FLOOR
Saturday Apr. 15	SPECIAL SECTION ON LOS ANGELES MARKET	MAY ISSUE THE WOMEN'S REPORTER	EMPIRE STATE BUILDING
Sunday Apr. 16- Apr. 19	EXHIBIT OF FALL SHOE LINE St. Louis manufacturers and the N. Y. Shoe Market will join in providing the retail shoe industry with a concentrated Fall Market Week. This will enable quality firms to present a full-bodied display of better shoes and thus also establish shoe styles for the entire country. More details when the schedules for the Fall Market Week are announced.	ST. LOUIS SHOE MFRS. & NEW ENGLAND SHOE ASSN.	McALPIN HOTEL BROADWAY AT 34TH ST.
Monday Apr. 17 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON Summer play clothes, town and country dresses, and suits together with hats by Chez Rosette specially created for summer wear. Largely, these are informal, casual fashions. Open to public. Press by invitation. Luncheon from \$1.85. Chez Rosette Publicity: Mrs. Pleasants Pennington, PL. 8-2460. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.	CHEZ ROSETTE (10 E. 56TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Apr. 18 12:30 P.M. Luncheon	FALL SHOE STYLE WEEK LUNCHEON An important luncheon, forecasting style and availability of shoe materials. A "must" attendance for fashionists. To give program variety, speakers will include Grover Whalen; Drew Pearson; Eleanor Montgomery, Vogue; Esther Lyman, Harper's Bazaar, and Alice Richardson, Mademoiselle. Press strictly by invitation. Publicity: Viola Shefer, PL. 3-2117.	NATIONAL SHOE FABRIC ASSOCIATION	McALPIN HOTEL GRAND BALLROOM
Tuesday Apr. 18 1:00 P.M. Luncheon	BRIDAL TROUSSEAU AND LINENS FASHION SHOW Open to public. Press by invitation. Luncheon a la carte. Publicity: Marion Morrison, PL. 3-4600. <i>Commentaries, Mary Anne Rice</i>	EMMA A. MALOOF (444 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Apr. 18 4:00 P.M.-	FASHION SHOW AND AWARDS Awards will be presented to Junior WINS for fashions created through local contests nationally conducted. Winners of \$100 War Bond prizes and 3-day trips to New York will receive final awards during fashion show presentation. Press by invitation. Publicity: Kathleen Barker, LE. 2-4455.	LADIES HOME JOURNAL & NAT'L NEEDLECRAFT BUREAU	PIERRE HOTEL BALLROOM
Tuesday Apr. 18 6:00 P.M.	DISCUSSION: WHAT TEEN-AGE GIRLS WANT IN CLOTHES Included will be a teen-age Back-to-School Fashion Show; live models against a musical setting. Manufacturers and press invited. Contact: Dorothy Stote, MU. 3-3800.	INFANTS' & CHILDREN'S WEAR BUYERS ASSN.	NEW YORKER HOTEL 8TH AVE. AT 34TH ST.
Tuesday Apr. 18	OPENING CAMPAIGN OF GREATER NEW YORK FUND Retailers, promotion and window display directors are cooperating in the fund-raising campaign of the Greater N. Y. Fund. Stores plan to coordinate their windows, advertising and interiors for this city-wide fund drive. For further information, Contact: Greater New York Fund, LO. 3-3000.	NEW YORK RETAILERS	NEW YORK DEPARTMENT STORES
Thursday Apr. 20 12:30 P.M. Luncheon	ANNUAL AMERICAN DESIGN AWARDS For the 7th time, Lord & Taylor is awarding industrial design prizes to four outstanding American designers who have contributed imagination and skill to the improvement of the American way of life. Awards are \$1000 each. Names of winners will be announced at the luncheon as well as the speakers. This event has always been an important pinnacle for American designers to try for. Publicity: Ruth Hammer, WI. 7-3300.	LORD & TAYLOR	WALDORF ASTORIA HOTEL GRAND BALLROOM
Thursday Apr. 20 1:00 P.M. Luncheon	SPRING-INTO-SUMMER FASHION SHOW Emphasizing custom-made originals in lovely foulards and chiffons which are in order just after Easter. All-day-wear and evening dresses with separate wraps. Open to public. Press by invitation. Luncheon, \$2. Publicity: Alma Zaiss, PL. 3-1740.	FARQUHARSON & WHEELOCK (23 WEST 57TH STREET)	PLAZA HOTEL PERSIAN ROOM
Thursday Apr. 20 5:00 P.M.- 7:30 P.M.	COCKTAIL PARTY AND FASHION SHOW This shop is a clearing house whose sales help support 15 day nurseries and children's aid charities, all of whom will share in the proceeds of this cocktail party and fashion pageant whose theme is, "May Time In Gotham". (Continued on following page)	NEARLY NEW SHOP (917 8TH AVENUE)	PIERRE HOTEL GRAND BALLROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
(Continued from preceding page)			
	Jewels and orchids will be starred. Hats and costumes by leading N. Y. creators. Directed by June Hamilton Rhodes, Bureau of Fashion Trends. Tickets, \$1.25 obtainable from Mrs. Herman Hoops, 830 Park Avenue. For further information, Contact: Mrs. Ralph West Robey, CI. 7-0039.		
Thursday Apr. 20- Apr. 21	ANNUAL CONFERENCE: HOSIERY INDUSTRY Large attendance expected at the 1944 Hosiery Industry conference. Included will be discussions of topics of vital interest to hosiery dealers, such as yarn situation, OPA rulings, taxes, manpower problems, post-war problems, etc. Manufacturers invited. Contact: Mrs. Jellamy, MU. 4-5412.	NATIONAL ASSOCIATION OF HOSIERY MANUFACTURERS	WALDORF ASTORIA HOTEL PARK AVENUE AT 50TH ST.
Friday Apr. 21 7:30 P.M.	ANNUAL RED, WHITE AND BLUE FETE The 1944 War crop of debutantes will help society leaders in this mammoth benefit fete, to raise funds for the Soldiers and Sailors Club of N. Y. A fashion show will be held between 7:30-8:30 P.M. in the Crystal Gardens, with fashions by Harry Collins. Chairman, Mrs. John A. Morris. Publicity: Marion Morrison, PL. 3-4600.	SOLDIERS AND SAILORS CLUB	RITZ CARLTON HOTEL BALLROOM
Tuesday Apr. 25 1:00 P.M. Luncheon	BEACH AND PLAY CLOTHES FASHION SHOW An important showing of summer play clothes by Everfast, one of the most style-conscious cotton houses. Open to public. Press by invitation. Luncheon a la carte. Everfast Publicity: Eleanor Lambert, PL. 5-8580. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	EVERFAST COTTONS	RITZ CARLTON HOTEL OVAL ROOM
Monday May 1 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW OF HAIR STYLES The newest coiffures launched by the increasingly popular John Hall who makes a specialty of creating hair styles that go well with the new summer hats. Open to public. Press by invitation. Luncheon from \$1.85. Commentator and Publicist: A. Gail, CI. 7-6432. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.	JOHN HALL (26 E. 56TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Monday May 1	NEW SHOE STAMP IN EFFECT Stamp #18 in Book 1, will be terminated on April 30th, and a new one becomes valid. Airplane stamp in War Retion Book 3 will be good indefinitely for one pair of shoes. The market feels that this new shoe stamp will stimulate shoe business.	O.P.A. ORDER	ALL OVER THE COUNTRY
Monday May 1- May 6	NATIONAL POSTURE WEEK Display managers throughout the country are putting in patriotic windows, the best to receive \$5000 in War Bond prizes. For further information, contact: Samuel Higby, MU. 3-9454.	S. H. CAMP COMPANY	200 MADISON AVE., N. Y. & JACKSON, MICHIGAN
Tuesday May 16 1:00 P.M. Luncheon	BODY MAKE-UP FOR BARE FASHIONS With summer bathing beaches in mind, this luncheon show will demonstrate the kinds of cosmetics, new, bare fashions require. Open to public. Press by invitation. Luncheon a la carte. Jay Thorpe Publicity: Murrow McCurnin, CI. 7-4300. Ritz Publicity: Marion Morrison, PL. 3-4600.	JAY THORPE AND DOROTHY GRAY	RITZ CARLTON HOTEL OVAL ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 4	SUMMER SEWING FASHION SHOW Presented at 12:30, 2:30, 4:30 and 6:30 P. M. this show will feature Advance Patterns of cotton play clothes and dresses of interest to home sewers. Press and public invited. Publicity: Dorothy De Groat - CH. 4-2000.	R. H. MACY & CO. INC.	DRESSMAKING CENTER 6TH FLOOR
Saturday May 6	ANNUAL RECEPTION AND DINNER Guest of honor at the 45th anniversary of the National Jewish Hospital at Denver, will be Reagen P. Connally, Pres. Interstate Department Stores and recently resigned head of the Consumer Division of the OPA. This widely attended charity affair always draws the most important New York retailers and manufacturers. Tickets, \$50 per couple, obtainable Nat'l Jewish Hospital, 19 West 44th St. Contact: Mr. Houtz, VA. 6-1590.	NATIONAL JEWISH HOSPITAL AT DENVER	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Monday May 8 1:00 P.M. Luncheon	COTTON FASHIONS AT LUNCHEON Special cotton costumes and play clothes will be featured, emphasizing year-round uses of cottons, during this first St. Regis Roof-luncheon of the season. Open to public. Press by invitation. Luncheon from \$1.85. Franklin Simon Publicity: Mildred Kaldor, WI. 7-9600; St. Regis Publicity: Mary Alice Rice, PL. 3-4500.	FRANKLIN SIMON	ST. REGIS HOTEL ROOF GARDEN
Monday May 8 5:00 P.M.- 7:00 P.M.	ANNUAL GRADUATION FASHION SHOW & TEA The students of this fashion career school always plan their own graduation fashion show as an example of showmanship, part of their school instruction. Attendance by invitation only. Publicity: Rosemary Sheehan, CO. 5-3147.	TOBE COBURN SCHOOL FOR FASHION CAREERS	1 WEST 57TH STREET
Tuesday May 9 1:00 P.M. Luncheon	BRIDAL GIFTS FASHION SHOW Gift silver and china are tied in with the Bridal fashion theme at this luncheon. Open to public. Press by invitation. Luncheon a la carte. Jensen Publ: Rosemary Sheehan, CO. 5-3147. Ritz Publ: Marion Morrison, PL. 3-4600.	GEORG JENSEN	RITZ CARLTON HOTEL OVAL ROOM
Tuesday May 9 4:45 P.M.	HAIR FASHION PREVIEW New summer and fall fashions for hair, with many new coiffure twists for summer-sports and fall-dress-up occasions. Press by invitation. Contact: Bernord Az Guro, WI. 2-1692. Waldorf Publ.: Ted Saucier, El. 5-3000.	BERNORD AZ GURO	WALDORF ASTORIA HOTEL CARPENTER SUITE
May 14	MOTHER'S DAY (Sunday)		
Monday May 15 1:00 P.M. Luncheon	MID-SUMMER STYLE SHOW Charming town and country styles expressed in chiffon, foulards, embroidered muslin, etc. Open to public. Press by invitation. Luncheon from \$1.85. Publicity: Mary Alice Rice, PL. 3-4500.	FARQUHARSON & WHEELLOCK (23 WEST 57TH STREET)	ST. REGIS HOTEL IRIDIUM ROOM
Monday May 15- May 17	STORE OPERATING FORUM A conference discussing basic store operating procedures and practices. N.R.D.G.A. members who are store managers, superintendents, personnel	NATIONAL RETAIL DRY GOODS ASSOCIATION	STATLER HOTEL CLEVELAND, OHIO

(Continued on following page)



DATEWHAT'S GOING ONGIVEN BYWHERE

(Continued from preceding page)

directors, training and employment managers and executives, are invited to attend. For further information, contact: Edward Hoyt, PE. 6-2155.

Wednesday May 17 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON This show marks the summer opening of the Waldorf's Starlight Roof. Russeks will present summer fashions in cottons, rayons, spectator and play clothes. Open to public. Press by invitation. Luncheon a la carte. Russeks Publ.: Beatrice Castle, WI. 7-1900. Waldorf: Ted Saucier, EL. 5-3000.	RUSSEKS 5TH AVENUE	WALDORF ASTORIA HOTEL STARLIGHT ROOF
Monday May 22- May 26	DALLAS FALL MARKET SHOWINGS Buyers are traveling to Dallas now-a-days nearly as much as they do to N.Y. to see the latest in sports, play, western and spectator fashions. There will be 150 exhibitors in the show. Contact: Hucie Houston, Baker Hotel, Dallas.	AMERICAN FASHION ASSOCIATION	BAKER & ADOLPHUS HOTELS DALLAS, TEXAS
Monday May 22- May 27	NATIONAL COTTON WEEK This year's celebration emphasizes the role of cotton in peace and war. Its slogan is, "First in War, First in Peace." There will be displays of the military uses of cotton, with emphasis on the new plastic finishes, for troop uses, and other exciting developments in cotton fabrics. More details later. To tie-in, contact: Cotton-Textile Institute, WO. 2-0270.	COTTON-TEXTILE INSTITUTE NATIONAL COTTON COUNCIL	ALL OVER THE COUNTRY
Wednesday May 24 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Details will be announced in an early issue of FASHION CALENDAR. Open to public. Press by invitation. Luncheon a la carte. Hattie Carnegie Publ.: Josephine Hughes, WI. 2-2600. Waldorf Publ.: Ted Saucier, EL. 5-3000.	HATTIE CARNEGIE	WALDORF ASTORIA HOTEL STARLIGHT ROOF
Wednesday May 24	15TH ANNIVERSARY EXHIBIT: "ART IN PROGRESS" This exhibit which includes paintings, sculpture, architecture, industrial art, photography, dance and theatre design, and motion pictures, will fill 3 floors of the Museum and be on view through the summer. Public invited. Publicity: Sarah Newmeyer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET

Beginning Monday June 5	FALL SPORTSWEAR LINES OPEN Members of the Sportswear Guild who will show their lines include: Adler & Adler; Davidow; David M. Goodstein; Kane-Weill; Mutual-Rosenbloom; Charles W. Nudelman; Zoltan Rosenberg; Sport-Craft; and Star-Maid Dresses.	SPORTSWEAR GUILD	INDIVIDUAL NEW YORK SHOWROOMS
Beginning Monday June 5	OPENING FALL LINES This announcement is made early to permit buyers to arrange their visits to the New York market under the difficulties of transportation. Guild members who will show their lines include: Hansen Bang; William Bass Dresses; Anthony Blotta; Capri Frocks; Carlye Dresses; Deitsch, Wersba & Coppola; Fox-Brownie; Ed Gerrick; A. Goodman; Fred Greenberg Dresses; Joseph Halpert; Horwitz & Duberman; Junior League Frocks; International Dresses; Kaplan & Grabois; Samuel Kass; La Rue Dresses; David Leonard & Levine; Mary Lee; Parnis-Levinson; Ben Reig; C. H. D. Robbins; Martin Simon; Herbert Sondheim; Suzanne-Augustine; and Zuckerman & Kraus. Contact: Leonard Gendler, Executive-Secretary, CH. 4-6945.	FASHION ORIGINATORS' GUILD OF AMERICA	INDIVIDUAL NEW YORK SHOW ROOMS



MUSIC... THEATRE... MOVIES... NIGHT SPOTS

Now....."COVER GIRL", (Movie) RADIO CITY MUSIC HALL, 6TH AVE. AT 51ST STREET  
 Playing This picture was chosen for the annual, famous, Easter Holiday program. Besides "Cover Girl" which stars Rita Hayworth and Gene Kelly in a musical setting with plenty of style interest, there will be the annual Cathedral "Glory of Easter" spectacle. "Cover Girl" Costumes by Travis Banton, Gwen Wakling and Muriel King. Publicity: Hortense Schorr, BR. 9-7900.

Friday.....OPENING: "MRS. JANUARY & MR. EX" BELASCO THEATRE, 115 WEST 44TH STREET  
 Mar. 31 A new comedy by Zoe Akins, starring Billie Burke and Frank Craven. Miss 8:40 P.M. Burke's costumes, Adrian; others, Miss Johnny Johnstone. Publicity: Phyllis Perlman, CI. 5-5820.

Friday.....PREMIERE: "THE WEIRD WOMAN" (Movie) RIALTO THEATRE, 1481 BROADWAY  
 Mar. 31 A Universal mystery-thriller starring Lon Chaney. Costumes, Vera West. Publicity: Al Horwits, CI. 7-7100.

Beginning..OPERAS FOR THE COMING WEEK METROPOLITAN OPERA HOUSE, B'WAY AT 39TH STREET  
 Monday At 8:15 P.M., Verdi's "Aida"; Wed. Apr. 5 at 8 P.M., Bizet's "Carmen";  
 Apr. 3 Thurs. Apr. 6 at 8 P.M., Wagner's "Tannhaeuser"; Sat. Apr. 8 at 2 P.M., Puccini's "Tosca"; Sat. Apr. 8 at 7:30 P.M., last in Sat. Evening Ring Cycle, Wagner's "Goetterdaemmerung". Publ.: Constance Hope, PL. 3-3390.

Tuesday....OPENING: "ONLY THE HEART" BIJOU THEATRE, 205 WEST 45TH STREET  
 Apr. 4 This is an American Actors' Company production which has already had out- 8:40 P.M. of-town engagements. Publicity: Jean Dalrymple, MU. 5-3114.

Wednesday..OPENING: "CHICKEN EVERY SUNDAY" HENRY MILLER THEATRE, 124 WEST 43RD ST.  
 Apr. 5 A comedy about a Hollywood producer as a Broadway impresario. Said to be 8:40 P.M. Jed Harris. Sounds like a good laugh show. Publ.: Nat Dorfman, ME. 3-0858.

Wednesday..PREMIERE: "4 JILLS IN A JEEP" (Movie) ROXY THEATRE, B'WAY AT 51ST STREET  
 Apr. 5 A 20th Century picture of Army Camp life starring Carole Landis, Mitzi Mayfair, Martha Raye and Kay Francis, based on their own recent experiences in Africa, and played by themselves. Costumes, Yvonne Wood. Publicity: Jeanette Sawyer, CI. 6-0950.

Beginning..SPECIAL SERIES WED. LECTURES TOWN HALL, 123 WEST 43RD STREET  
 Wednesday In this series to keep the public abreast of events at home and abroad,  
 Apr. 5 there will be "Singapore" Joe Fisher on Apr. 5; Fulton Lewis Jr., Apr. 12; Ernest K. Lindley, Apr. 19; and Anne O'Hare McCormick, Apr. 26. Subscription to series, \$5. For tickets, Contact: Lecture Division, Town Hall, 123 West 43rd Street.

Thursday...OPENING: "BOBINO" ADELPHI THEATRE, 160 WEST 44TH STREET  
 Apr. 6 A play with music, presented by a newly formed American Theatre Group for Young Folks; directed by Maria Ley Piscator. This play was shown at the New School for Social Research last Christmas. It is especially slanted for children but also holds adults. Tickets, 50¢-\$1.50, obtainable from American Theatre for Young Folks, 101 Park Ave. Publicity: S. J. Kaufman, BR. 9-8020.

Thursday...PREMIERE: "NONE SHALL ESCAPE" (Movie) LOEWS STATE, 1540 BROADWAY  
 Apr. 6 A Columbia picture dealing with post-war problems and trials of Nazis. Starring Marcia Hunt, Alexander Knox, and Henry Travis. Publicity: Hortense Schorr, BR. 9-7900.

Thursday...OPENING: "PUBLIC RELATIONS" MANSFIELD THEATRE, 256 WEST 47TH STREET  
 Apr. 6 A new comedy by Dale Eunson, starring Betty Blythe. Costumes, Harry 8:40 P.M. Collins. Publicity: Jean Dalrymple, MU. 5-3114.

Friday.....PREMIERE: "UNCERTAIN GLORY" (Movie) STRAND THEATRE, BROADWAY AT 47TH STREET  
 Apr. 7 A Warner Bros. film starring Errol Flynn, Jean Sullivan and Paul Lukas. An adventure vehicle about Free French, ending in heroism, of course, for Errol Flynn. Publicity: Eve Siegel, CI. 6-1000.

*Sunday*  
 Saturday...PREMIERE: "LOST ANGEL" (Movie) CRITERION THEATRE, 1514 BROADWAY  
 Apr. 8 A Metro-Goldwyn Mayer modern comedy with Margaret O'Brien, a child, in the leading role; Robert Young and James Craig, supporting players. Costumes, Irene. Publicity: Herbert Crocker, BR. 9-7800.